



# Ruff and Ready

**F**OR you men and women who commune with the Out-of-Doors, the season of seasons has come. Quail and ruffed grouse are challenging your Purdy. Back and Quarter-Back, of the Gridiron Tribe, are in full war paint. The fox is ready for the hounds, the rabbit for the beagle, and the Greatest Sporting Goods Store in the World for its host of sportsmen friends.

Nature is doing her best to supply the healthful roughage which she puts into human character through the tempting outdoor sports of Autumn. She is painting her forests, unleashing her winds, flooding the countryside with the cool sunshine of Fall—making woods and motor way, bridle path and moor, irresistible.

Thus does she woo the rosy cheek to the bronzing breeze and temper the tonic which makes more

stalwart men and boys, women and girls who enter the lists as sportsmen. And thus does she regularly replenish the enthusiasm in the Abercrombie & Fitch store—ever renewing the atmosphere of pine needles and tweeds, birch-bark and homespun, which pervades the house from its latch-string to the Davy Crockett log cabin on the roof.

We greet you, this bracing October day, with larger assortments than ever, whether it be guns and forestry cloth clothes, Dunhill pipes and duck decoys, town and country suits and hats and footwear, or an outfit for a Winter trip abroad, for a voyage to the far South Seas and an adventure on the island of your dreams.



Playing North or South—in Scotland or California

Golf suits from the Abercrombie & Fitch shops enjoy recognized fellowship in the fastest company. The cotter's handlooms of Scotland, Ireland, England and Wales have furnished the fabrics.

**C**LOTHES as the gentletalk of English counties know them, with thorough simplicity of line and finish—trim, purposeful looking, characteristic of the outdoor man and woman.

To supply this type is the particular province of the Abercrombie & Fitch departments devoted to this great branch of their business—a province whose frontiers even are hardly trespassed by others.

## Meeting the Growing American Tendency

toward city-and-country clothes in town—in the offices, on the avenue and in the hotels and restaurants during the day.



Coats of Leather and of Heather—of Camel's Hair, Plaids and Fleeces

Women's city-and-country suits, in variety unlimited, in tweeds, homespun, and many exclusive fabrics—with hats, boots, gloves, shirts and stockings for every outfit. Riding clothes and all accessories.

**T**OPCOATS with the swing and freedom demanded by sport—tweed suits and shapely walking boots topped with gaiters—these are the clothes for both men and women one meets more and more in the smartest places.



## Defying the Worst That November Has to Offer—

Abercrombie & Fitch raincoats and stormcoats, imported tweed knock-about hats and damp-proof shoes—for the country lane and the city street.



For Roadster, Closed Car or the Steamer Deck

Topcoats, slip-ons, greatcoats—made here of English fabrics, or London made. Suits, boots, caps and haberdashery comfortably at home on the world's great highway.

**T**HE man that travels by sleeper or steamer—the business man motoring or commuting from his Connecticut estate—the woman that golfs and rides and shoots—the sportsman planning his moose hunt or trip to Montana—all these find the clothing resources of the Abercrombie & Fitch establishment greater than those of any house in Europe—quite unique in America.

## Abercrombie & Fitch Co.

EZRA H. FITCH, President

Madison Avenue and Forty-fifth Street, New York

### THE GREATEST SPORTING GOODS STORE IN THE WORLD



**T**HE hunter knows where to go for his gun and his clothes, his ammunition and sporting impedimenta. Among the guides in Maine and Wyoming, the shooting pals in Carolina priors and Louisiana canebrakes and in the duck-blinds of Maryland, the name of Abercrombie & Fitch is a pass-word.

For years the most famous hunters in the world, as well as the explorers, have been outfitted by this house. Judging from the number of parties now outfitting for the Big Woods, it will be a record hunting season.